

# Structured Versus Unstructured Interviewing

Traditional methods of employment interviewing typically use one-on-one interview formats and questions concerning applicant work history, education and training, personal interests, and career goals. If it is organized properly and controlled well, this unstructured type of interview can yield productive results. However, there may be a better way. Recently, the concept of structured, or behavioral, interviewing has become popular...not because it's prettier or easier, but because it's generally more effective. Here are some reasons why:

## Characteristics

A structured interview:

- concentrates on the essential duties required in a specific job.
- uses job-related, open-ended, and situational questions.
- uses a detailed, predetermined rating scale.

## Advantages

A structured interview:

- is more consistent than traditional interviewing.
- is documented for future reference.
- provides the employer more useful, detailed information.
- reduces the possibility of unfair discrimination.
- tends to be more reliable and objective.
- is actually more acceptable to applicants.

*The structured interview approach uses your job analysis to build a set of interview questions that require the applicant to show the employer how his or her specific work experience and skills fit into the job being filled. These questions are tough on applicants because general answers and distractions aren't accepted. But at the same time, they can serve to give applicants a great deal of information about the job. This type of interview allows the applicant to compete for the job based on specific skill and ability matches; applicants are not competing against each other, they're competing against the essential elements of the job.*